The wonderful world of Reddit

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Contacting people on Reddit

- Reddit is a great place to find a wide variety of people all over the world that are making their preferences known publicly
- Contacting people on Reddit:

#1 Direct messaging

- First respond to one or two of their posts in order to start a dialogue, and only after they respond to that send them a direct message
- If you click a person's profile, you can see all their recent posts

#2 Community conversation

- Post a couple of times before actually mentioning your product
- Try to be helpful and then insert your link without being too obvious